



Culture Shift Team

POINTS OF CONTACT:

Marcela Gómez, CEO
615.828.0987
marcela.gomez@cultureshiftteam.com

Luisa Ballesteros, Client Executive
931.250.1380
luisa.ballesteros@cultureshiftteam.com

WEBSITE:
cultureshiftteam.com

CORPORATE PROFILE
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FEIN: 83-1105316
DUNS: 089324514
UEI: ZEG2NQ13XAB3
CAGE: 8BKQo

DIVERSITY BUSINESS CERTIFICATIONS
WBE & WOSB Certified, WBEC South
MBE Certified, MNAA
Small Business, Metro Nashville

NAICS CODES
541613 Marketing mgmt. consulting
541910 Marketing research services
541910 Marketing analysis services
541810 Advertising agency consulting
541930 Language services
512110 Instructional video production
512110 Video production and distribution
611430 Professional development training

CAPABILITY STATEMENT MULTICULTURAL MARKETING & ADVERTISING

Culture Shift Team helps organizations succeed by developing and deepening connections with underrecognized communities. We do this by helping clients better understand and leverage the shifts in demographics and culture to create mutually beneficial business opportunities.

Culture Shift Team is an award-winning agency of leading experts in two main practice areas:

- Multicultural Marketing & Advertising
- Diversity-Equity-Inclusion Strategy & Education

Highlights:

- 100+ Years Combined Experience Serving Corporate, Government, Higher Education, Healthcare and Non-Profit
- 25+ Signature Campaigns
- Serving National and Global clients
- Multilingual and Multicultural Marketing Campaigns

Ways We Have Helped Clients:

- **Signature Campaigns:** Co-created and managed a signature campaign with a client to promote young multicultural thought leaders in STEM fields.
- **Multilingual and Multicultural Education Campaigns:** Created the Familia Segura campaign to help a major automotive manufacturer get a life-saving message to their Hispanic, Spanish-speaking vehicle owners in the U.S. and Puerto Rico.
- **Community Outreach:** Developed and implemented a community outreach campaign for a NIH funded clinical trial volunteer platform to help bring awareness about clinical trials to underrecognized communities.

Founded in 2017 by Ann Gillespie, Marcela Gómez, and Robert L. Wilson

Detroit, Nashville, New York, Pittsburgh, Southern California, and Florida

CULTURE SHIFT TEAM'S MARKETING PRODUCTS AND SERVICES

SPECIALIZING IN CULTURALLY INCLUSIVE COMMUNICATIONS

MARKETING CONSULTING

- Marketing Strategy Development and Implementation
- Campaign Development
- Communications Strategy Development

CREATIVE AND PRODUCTION

- Culturally & Language Relevant Content Creation
- Brand Positioning/Awareness/Engagement
- Graphic Design
- Website Development & Management
- Social Media Content Creation
- Social Media Management
- Video Content Creation
- Language Services

MEDIA PLANNING AND MANAGEMENT

- Multicultural & Multilingual Media Research
- Media Relations
- Media Planning
- Traditional Media
- Digital & Social Media Strategy & Planning

MARKET RESEARCH AND ANALYSIS

- Data Research & Analysis
- Market Demographics
- Target Market Cultural Profiles
- Focus Groups
- Customer Surveys
- Benchmarking and Competitive Analysis
- Community Partner Vetting

COMMUNITY OUTREACH

- Public Relations
- Target Market Visits
- Events & Activations
- Community Engagement Strategy & Implementation
- Vetting and Management of Partnerships
- Vetting and Management of Local Influencers

PARTIAL CLIENT LIST

AgOutcomes Soil & Water Fund

La Neta Ice cream

Sexual Assault Center

AT&T

Metro Nashville Airport Authority

Seattle Children's Hospital

BMW USA

Nashville Electric Service

SKOAP Clinical Trial

Cracker Barrel Old Country Stores

Nissan North America

SurgeryPal Clinical Trial

Cricket

NECTAR Clinical Trial

Philadelphia Children's Hospital

Duke Clinical Research Institute

Pass It On Clinical Trial

Vanderbilt University Medical Center

Girl Scouts of Middle Tennessee

ResearchMatch.org